

Sub 1
--46. (New) A card customizing apparatus for customizing a card to be used in a card reader, said apparatus comprising:

a processor for handling first information associated with coordinates of at least one indicium formed on said card and second information that is associated with said indicium and is used in a computer device so that a card user obtains a service via communication line, said processor being configured to write said first information and said second information into a memory of said card, wherein a location of said indicium is associated with said first information that was written into the memory.

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47. (New) A card customizing apparatus according to claim 46, wherein the first information and the second information are inputted from a keyboard.

48. (New) A card customizing apparatus according to Claim 46, wherein said card storing the first information and the second information is printed by a writer device that is connected to said card customizing apparatus.

49. (New) A card customizing apparatus according to Claim 46, wherein said card comprises a plurality of indicia formed thereon.

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50. (New) A card to be inserted into a card reader that communicates with a computer device, said card comprising:

a memory for storing first information associated with coordinates of an indicium formed on said card and second information that is associated with said indicium and is used in said computer device so that a card user obtains a service via communication line, wherein a location of said indicium is associated with said first information that was stored in said card.

51. (New) A card according to Claim 50, wherein said card reader obtains said second information associated with a user selected indicium using said first information and sends said second information to said computer device.

52. (New) A card according to Claim 50, wherein said card reader determines if coordinates of an area on a touch sensitive membrane arranged to overlay said card, which has been pressed by said user, match said first information stored in said card.

53. (New) A card according to Claim 50, wherein said computer device receives said second information from said card via said card reader and communicates with an external site using said second information so that said card user obtains said service.

54. (New) A card according to Claim 50, wherein said card comprises a plurality of indicia formed thereon.

55. (New) A card reader for a card, said card being configured for insertion into said card reader, and wherein said card comprises at least one indicium formed thereon, said card reader comprising:

a processor for obtaining second information that is associated with a user selected indicium of said card using first information associated with coordinates of said indicium to be formed on said card and sending said second information to a computer device so that a card user obtains a service via communication line, wherein a location of said indicium is associated with said first information that was stored in said card.

56. (New) A card according to Claim 50, wherein said card reader determines if coordinates of an area on a touch sensitive membrane arranged to overlay said card, which has been pressed by said user, match said first information that was stored in said card.

57. (New) A card reader according to Claim 50, wherein said card stores said first information and said second information in a memory.

58. (New) A card reader according to Claim 50, wherein said computer device receives said second information from said card via said card reader and communicates with an external site using said second information so that said user obtains said service.

59. (New) A card reader according to Claim 50, wherein said computer device communicates with, said external site over a computer network.

60. (New) A card reader according to Claim 50, wherein said computer device is a set top box having an application to provide said service.

61. (New) A card reader according to Claim 60, wherein said application is loaded on said set top box.

62. (New) A card reader according to Claim 50, wherein said external site is a server over a computer network.

63. (New) A card reader according to Claim 50, wherein said card comprises a plurality of indicia formed thereon.

64. (New) A computer device for communicating with a card reader that receives a card, said card comprising at least one indicium formed thereon, said computer device comprising:

a processor for receiving from said card reader second information that is associated with a user selected indicium and is used in said computer device so that a card user obtains a service via, communication line, wherein a location of said indicium is

associated with first information associated with coordinates of said indicium formed on said card.

65. (New) A computer device according to Claim 64, wherein said card has a memory for storing said first information and said second information.

66. (New) A computer device according to Claim 64, wherein said card reader reads said second information from said card using said first information and sending said second information to said computer device that communicates with an external site so that said card user obtains said service.

67. (New) A computer device according to Claim 64, wherein said card reader determines if coordinates of an area on a touch sensitive membrane arranged to overlay said card, which has been pressed by said user, matches said first information stored in said card.

68. (New) A card according to Claim 64, wherein said card comprises a plurality of indicia formed thereon.

69. (New) A communication site to be accessed via communication line by a computer device that communicates with a card reader, said card reader being

configured to receive a card, said card comprising at least one indicium formed thereon and said card being configured to store information, said communication site comprising:

a processor for communicating with said computer device based on second information associated with a user selected indicium that is sent from said card via said card reader to said computer device and for providing a service to said computer device so that a card user obtains said service via said communication line, wherein a location of said indicium is associated with first information that is associated with coordinates of said indicium formed on said card.

70. (New) A communication site according to Claim 69, wherein said card has a memory for storing said first information and said second information.

71. (New) A communication site according to Claim 69, wherein said card reader reads said second information from said card using said first information and sending said second information to said computer device that communicates with said communication site so that said card user obtains said service.

72. (New) A communication site according to Claim 69, wherein said card reader determines if coordinates of an area on a touch sensitive membrane arranged to overlay said card, which has been pressed by said user, match said first information stored in said card.

73. (New) A communication site according to Claim 69, wherein said card comprises a plurality of indicia formed thereon.

74. (New) A communication site according to Claim 69, wherein said communication site is a server over said communication line.

75. (New) A communication site according to Claim 69, wherein said computer device is a set top box.

76. (New) A card customizing method for customizing a card to be used in a card reader, said method comprising the steps of:

handling first information associated with coordinates of an indicium formed on said card and second information that is associated with said indicium and is used in a computer device so that a card user obtains a service via communication line; and writing said first information and said second information into a memory of said card, wherein a location of said indicium is associated with said first information that was written into the memory.

77. (New) A computer program to be executed in a card customizing apparatus for customizing a card to be used in a card reader, said program comprising:

code to handle first information associated with coordinates of an indicium formed on said card and second information that is associated with said indicium

and is used in a computer device so that a card user obtains a service via communication line; and

code to write said first information and said second information into a memory of said card, wherein a location of said indicium is associated with said first information that was written into the memory.

78. (New) A method in a computer device for communicating with a card reader that receives a card, said card comprising at least one indicium formed thereon, said method comprising the steps of:

receiving from said card reader second information that is associated with a user selected indicium and is used in said computer device so that a card user obtains a service via communication line, wherein a location of said indicium is associated with first information associated with coordinates of said indicium formed on said card.

79. (New) A computer program to be executed in a computer device for communicating with a card reader that receives a card, said card comprising at least one indicium formed thereon, said program comprising:

code to receive from said card reader second information that is associated with a user selected indicium and is used in said computer device so that a card user obtains a service via communication line, wherein a location of said indicium is associated with first information associated with coordinates of said indicium formed on said card.

80. (New) A method in a communication site to be accessed via a communication line by a computer device that communicates with a card reader, said card reader being configured to receive a card that comprises at least one indicium formed thereon and stored information, said method comprising the steps of:

communicating with said computer device based on second information associated with a user selected indicium that is sent from said card via said card reader to said computer device; and

providing a service to said computer device so that a card user obtains said service via said communication line, wherein a location of said indicium is associated with first information that is associated with coordinates of said indicium formed on said card.

81. (New) A computer program to be executed in a communication site to be accessed via a communication line by a computer device that communicates with a card reader, said card reader being configured to receive a card that comprises at least one indicium formed thereon and stores information, said program comprising:

code to communicate with said computer device based on second information associated with a user selected indicium that is sent from said card via said card reader to said computer device; and

code to provide a service to said computer device so that a card user obtains said service via said communication line, wherein a location of said selected